

## ORDER



**Orders**  
**Order / Rev:** 724129  
**Alt Order #:** 06390379  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 1274  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/22/12 / 10/24/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Crossroads Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	49	\$83,075.00	\$70,613.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	49	\$83,075.00	\$70,613.75	0.00
<b>Totals</b>	<b>49</b>	<b>\$83,075.00</b>	<b>\$70,613.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/02/12	11/02/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,500.00		0.00			
E 2	WKYC	11/02/12	11/02/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$300.00		0.00			
E 3	WKYC	11/02/12	11/02/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm (2:05 XM-2:35 XM)	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$300.00		0.00			
E 4	WKYC	11/02/12	11/02/12	Early Today Early Today	CM	4a-430a	----F--	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$200.00		0.00			
E 5	WKYC	11/02/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			

Order / Rev: 724129  
 Alt Order #: 06390379  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1274  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	11/02/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00			
E 7	WKYC	11/02/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,000.00		0.00			
E 8	WKYC	11/02/12	11/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,800.00		0.00			
E 9	WKYC	11/02/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,500.00		0.00			
E 10	WKYC	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,500.00		0.00			
E 11	WKYC	11/05/12	11/05/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 12	WKYC	11/05/12	11/05/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 13	WKYC	11/05/12	11/05/12	Early Today Early Today	CM	4a-430a	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$200.00		0.00			
E 14	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 15	WKYC	11/05/12	11/05/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00			
E 16	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 17	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,800.00		0.00			
E 18	WKYC	11/05/12	11/05/12		CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00

Order / Rev: 724129  
 Alt Order #: 06390379  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1274  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a Today Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
E 19	WKYC	11/03/12	11/03/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S-	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$300.00		0.00						
E 20	WKYC	11/03/12	11/03/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$3,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	10/29/12-11/04/12		Sat 6-630p	6-630p		-----Sa--	:30		<del>(\$3,800.00)</del>		0.00	NM		
See MG 20.2 [Prgm Change]															
2	WKYC	11/04/12-11/04/12		Sun 6-630p	6-630p		-----Su	:30		\$3,800.00		0.00	NM		
Ⓜ MG for 20.1 11/03															
E 21	WKYC	11/04/12	11/04/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$300.00		0.00						
E 22	WKYC	11/04/12	11/04/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH. 3 NEWS AT 6P (M-SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$3,800.00		0.00						
E 23	WKYC	11/01/12	11/01/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH. 3 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$4,500.00		0.00						
E 24	WKYC	11/01/12	11/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$300.00		0.00						
E 25	WKYC	11/01/12	11/01/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$300.00		0.00						
E 26	WKYC	11/01/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$200.00		0.00						
E 27	WKYC	11/01/12	11/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
E 28	WKYC	11/01/12	11/01/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$375.00		0.00						

Order / Rev: 724129  
Alt Order #: 06390379  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
Product Desc: AMERICAN CROSSROADS  
Estimate: 1274  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WKYC	11/01/12	11/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,000.00		0.00			
E 30	WKYC	11/01/12	11/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				CH. 3 NEWS AT 6P (M-SUN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$3,800.00		0.00			
E 31	WKYC	11/01/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,500.00		0.00			
E 32	WKYC	10/30/12	10/30/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
				CH. 3 NEWS AT 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$4,500.00		0.00			
E 33	WKYC	10/30/12	10/30/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				OVERNIGHTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$300.00		0.00			
E 34	WKYC	10/30/12	10/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				TODAY ALL NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$300.00		0.00			
E 35	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
				CH3 EARLY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$200.00		0.00			
E 36	WKYC	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
E 37	WKYC	10/30/12	10/30/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
				CH3 4:30 AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$375.00		0.00			
E 38	WKYC	10/30/12	10/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$2,000.00		0.00			
E 39	WKYC	10/30/12	10/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				CH. 3 NEWS AT 6P (M-SUN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$3,800.00		0.00			
E 40	WKYC	10/30/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$2,500.00		0.00			
E 41	WKYC	10/31/12	10/31/12		CM	11-1135p	--W----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00

Order / Rev: 724129  
 Alt Order #: 06390379  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1274

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1135p											
				Channel 3 News at 11p M-F											
				CH. 3 NEWS AT 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$4,500.00		0.00			
E 42	WKYC	10/31/12	10/31/12	Overnight M-Su	CM	M-Su 2xm-5am	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				Overnights											
				OVERNIGHTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$300.00		0.00			
E 43	WKYC	10/31/12	10/31/12	Today Show Overnight	CM	2xm-3xm	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
				Today Show Overnight											
				TODAY ALL NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$300.00		0.00			
E 44	WKYC	10/31/12	10/31/12	Early Today	CM	4a-430a	--W----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
				Early Today											
				CH3 EARLY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$200.00		0.00			
E 45	WKYC	10/31/12	10/31/12	M-F 4-5p	CM	4p-5p	--W----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$1,000.00		0.00			
E 46	WKYC	10/31/12	10/31/12	M-F 430a-5a	CM	430a-5a	--W----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
				430a News											
				CH3 4:30 AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$375.00		0.00			
E 47	WKYC	10/31/12	10/31/12	M-F 5-6p	CM	5p-6p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$2,000.00		0.00			
E 48	WKYC	10/31/12	10/31/12	M-F 6-630p	CM	6p-630p	--W----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				Channel 3 News at 6p											
				CH. 3 NEWS AT 6P (M-SUN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$3,800.00		0.00			
E 49	WKYC	10/31/12	10/31/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$2,500.00		0.00			
													Totals	49	\$83,075.00